



China International Gold, Jewellery & Gem Fair – Shenzhen 2014

Exhibitor Survey Report



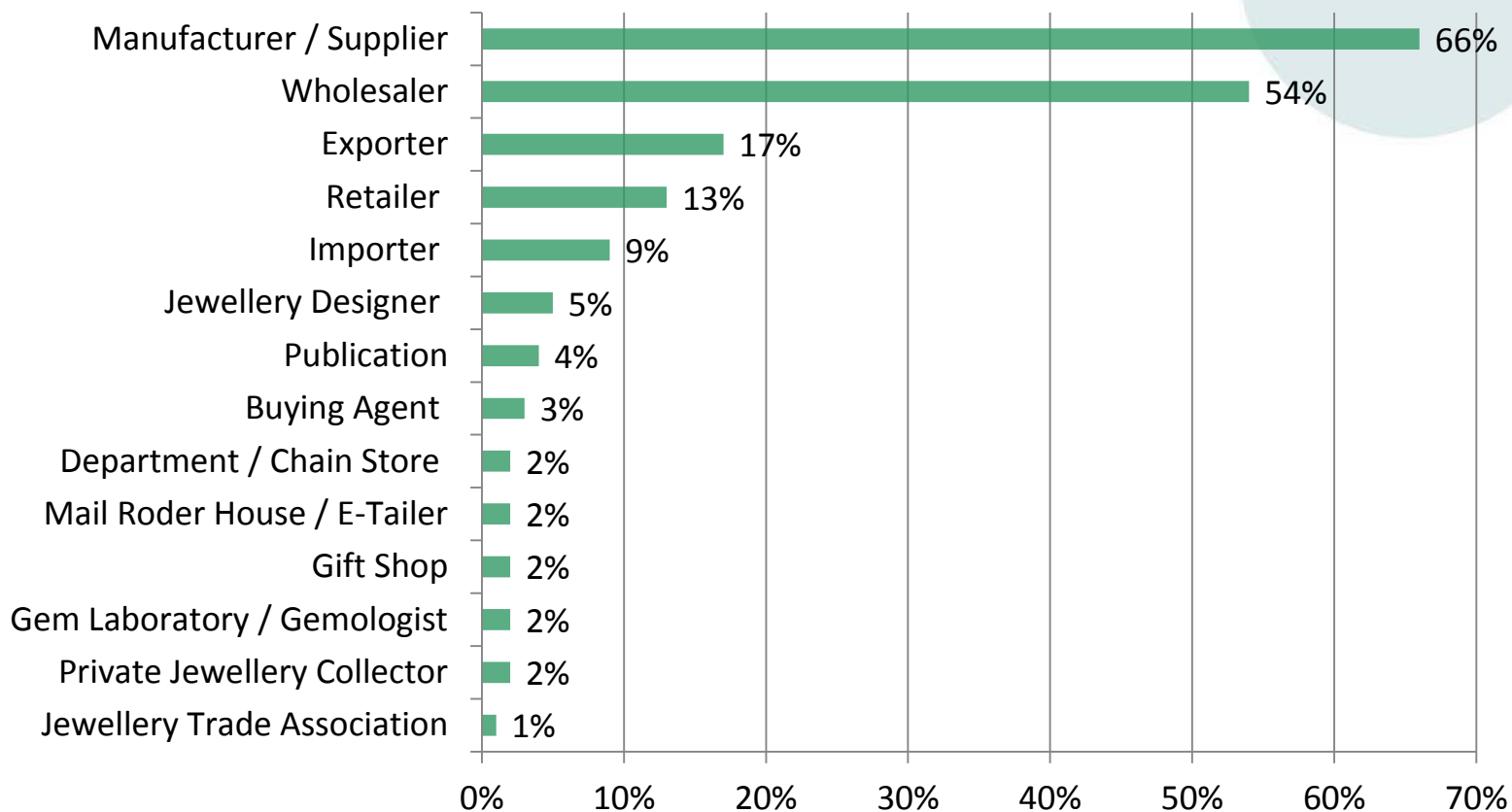
Survey Summary

Total number of exhibitors	398
Total number of collected onsite survey	192
Overall onsite survey response rate	48.24%
Total number of online survey successfully sent out	355
Total number of collected online survey	14
Overall online survey response rate	3.94%
Total number of collected survey (onsite + online)	206
Overall response rate	51.76% [206/398]

Exhibitors' nature of business(es)

2014

Number of Respondents: 201

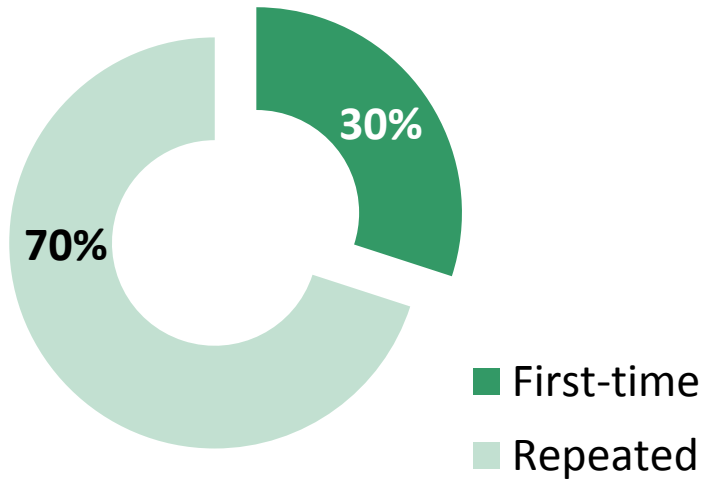


*Exhibitors can tick more than one category

Are you a first-time participant in this exhibition?

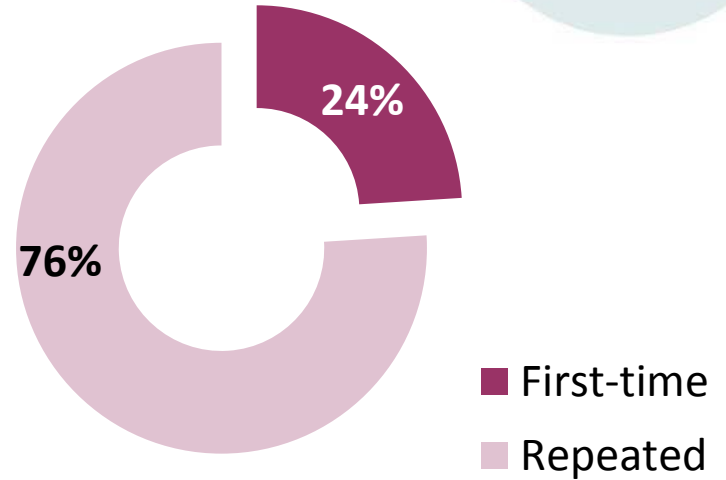
2014

Number of Respondents: 162



2013

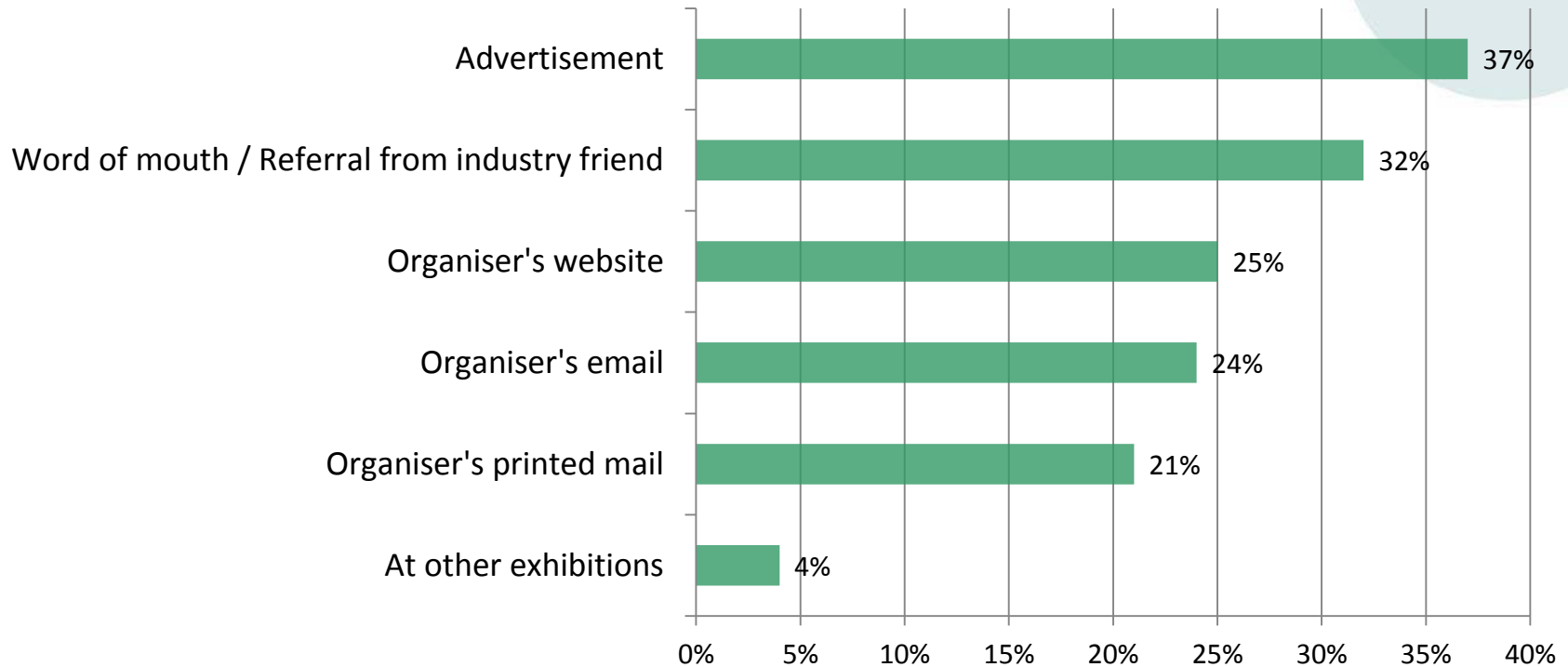
Number of Respondents: 263



How did you learn about this exhibition?

2014

Number of Respondents: 71



*Exhibitors can tick more than one category

How did you learn about this exhibition?

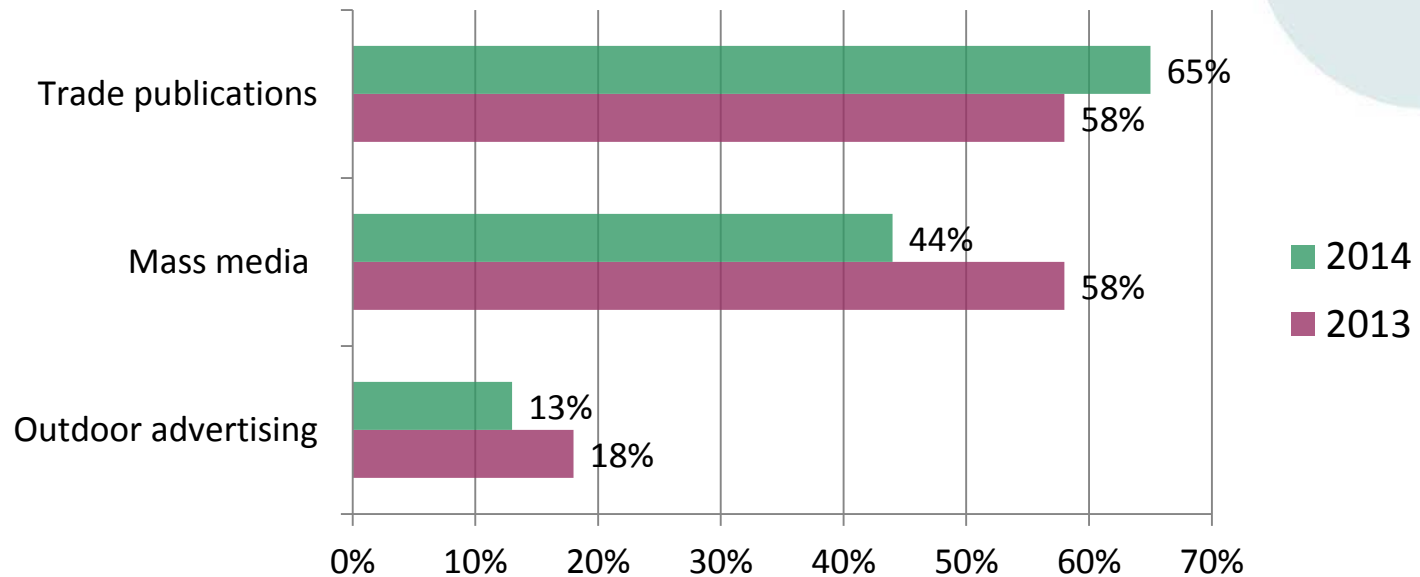
(Based on exhibitors who learnt about the fair from advertisement)

2014

Number of Respondents: 23

2013

Number of Respondents: 71



*Exhibitors can tick more than one category

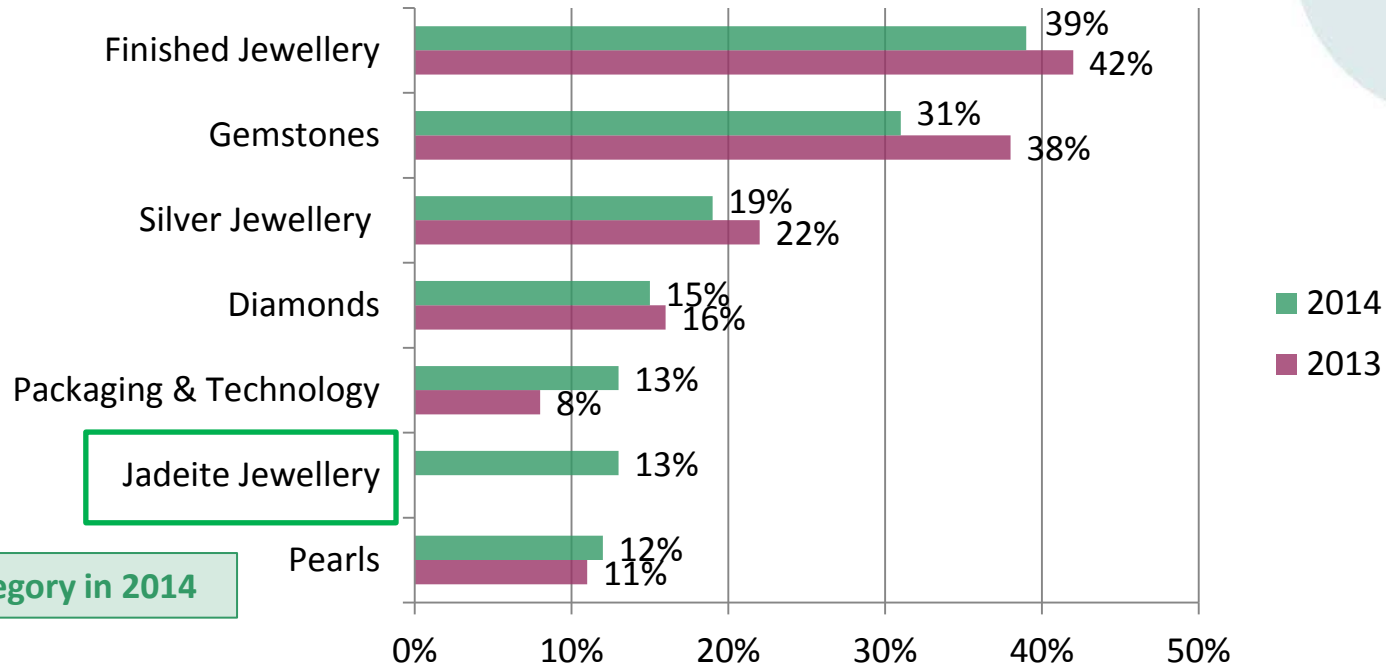
What is your major product category? If your business involves in more than one category, please indicate.

2014

Number of Respondents: 194

2013

Number of Respondents: 296



New category in 2014

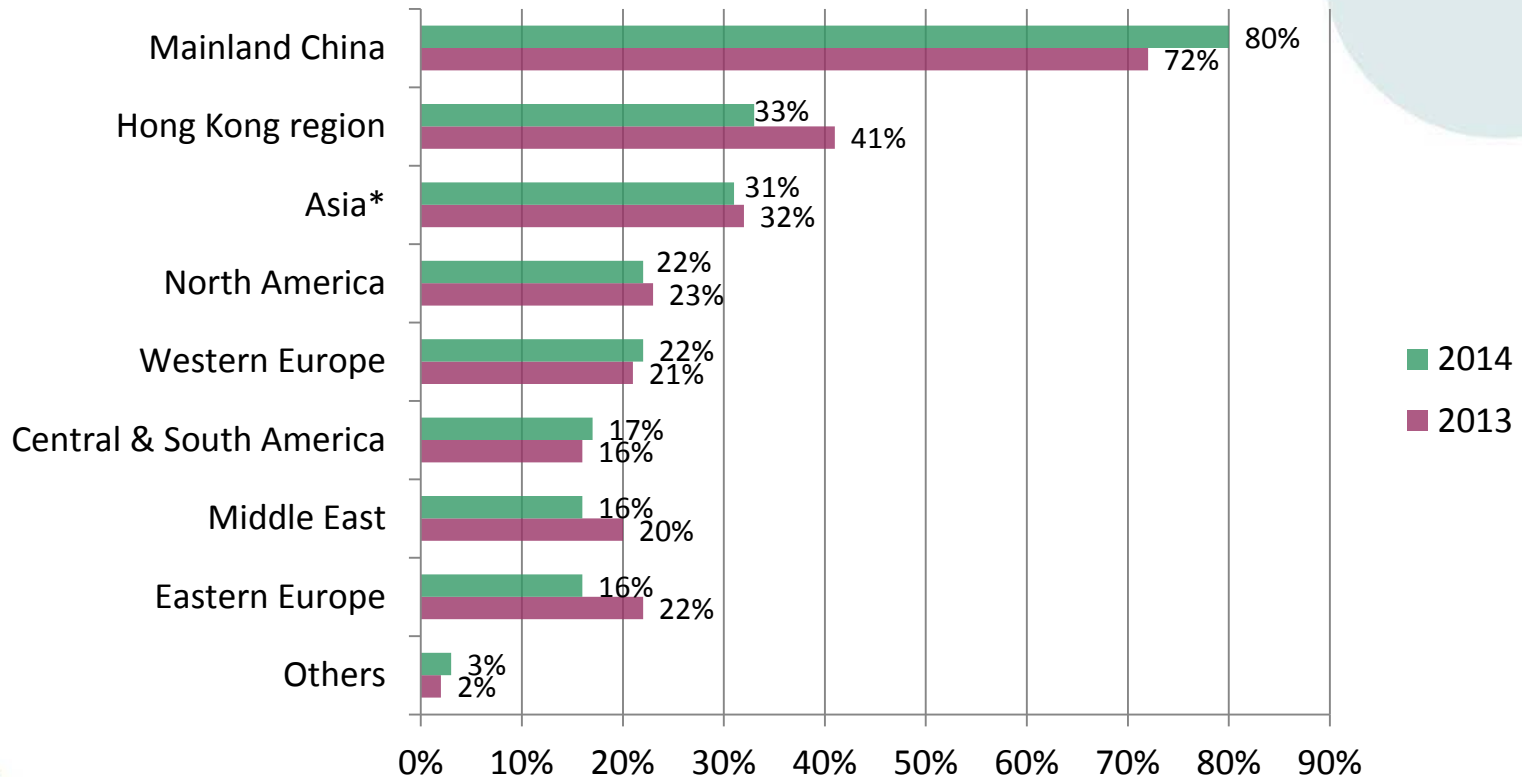
Which are your current (geographical) markets?

2014

Number of Respondents: 199

2013

Number of Respondents: 303



*Asia excludes mainland China and Hong Kong region

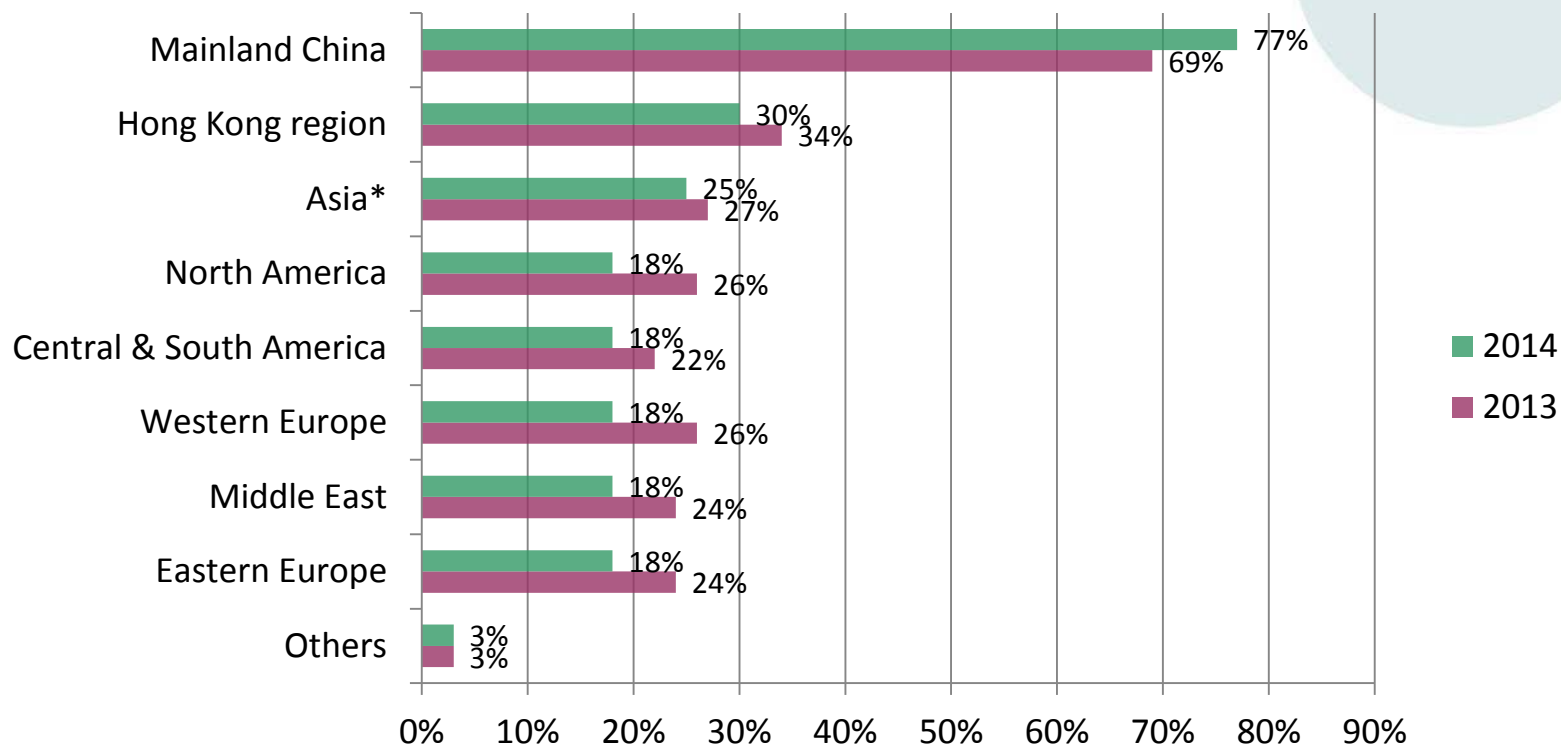
Which are your new target (geographical) markets?

2014

Number of Respondents: 188

2013

Number of Respondents: 295



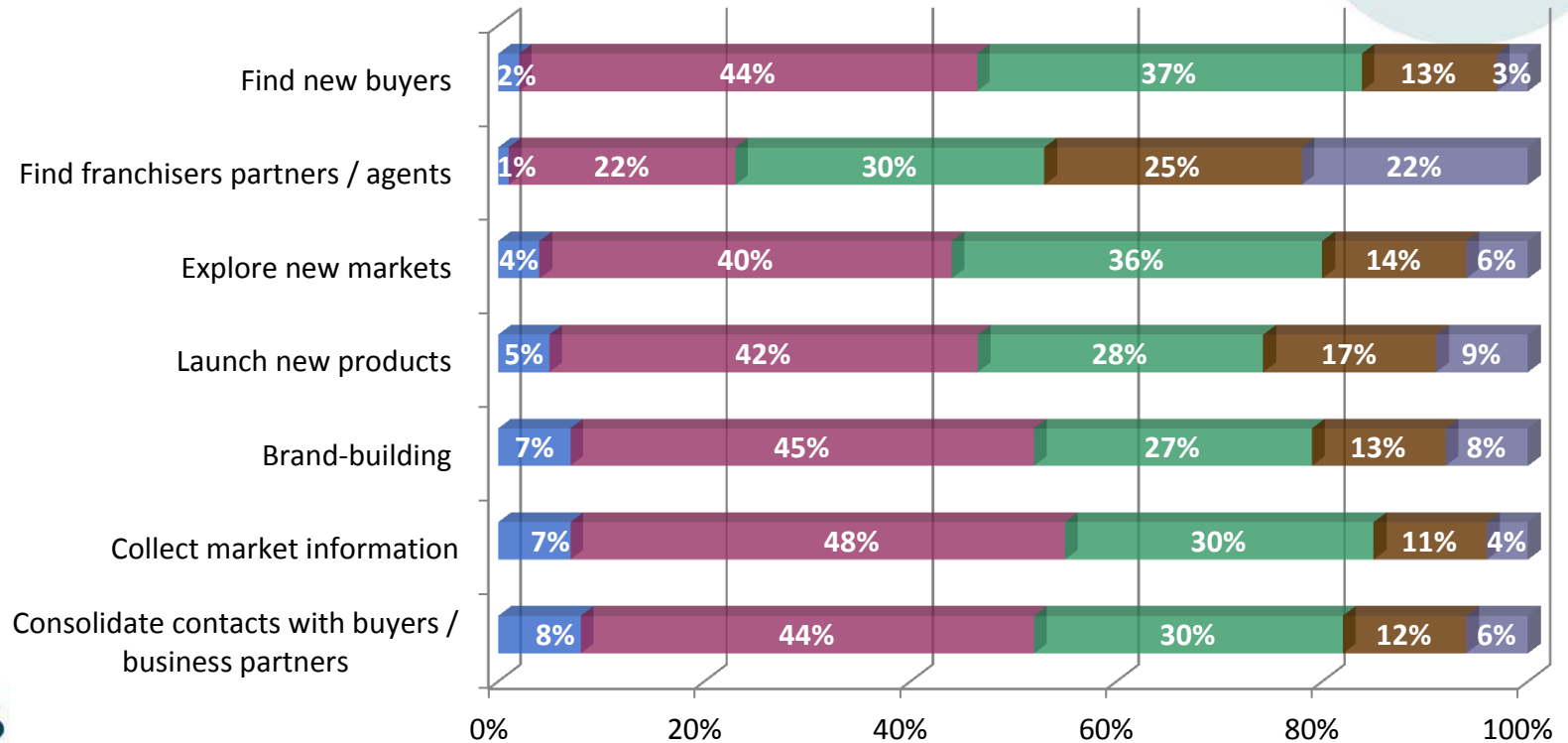
*Asia excludes mainland China and Hong Kong region

To what extent do you think your objectives for exhibiting in this exhibition have been achieved?

2014

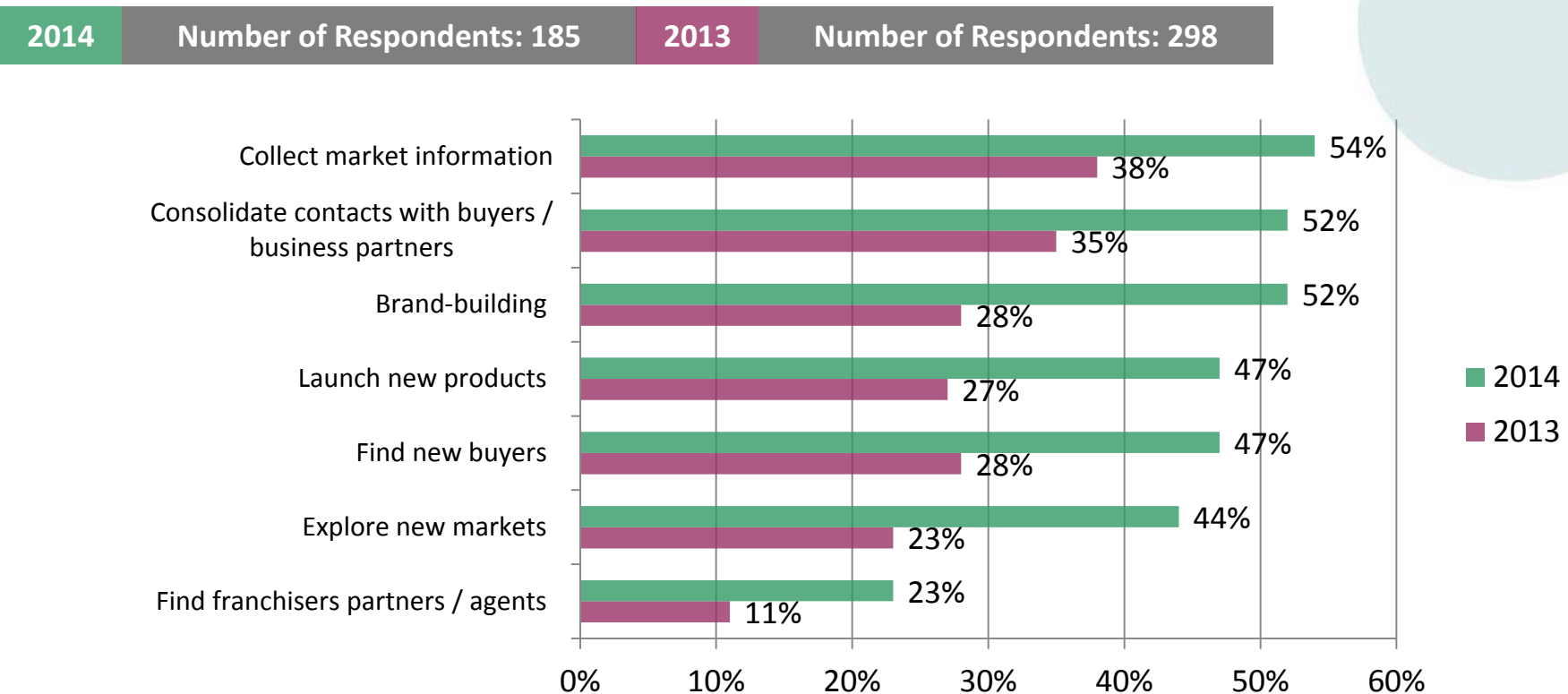
Number of Respondents: 185

■ Fully Achieved
 ■ Fairly well achieved
 ■ Not quite achieved
 ■ Did not achieve at all
 ■ Not applicable



To what extent do you think your objectives for exhibiting in this exhibition have been achieved?

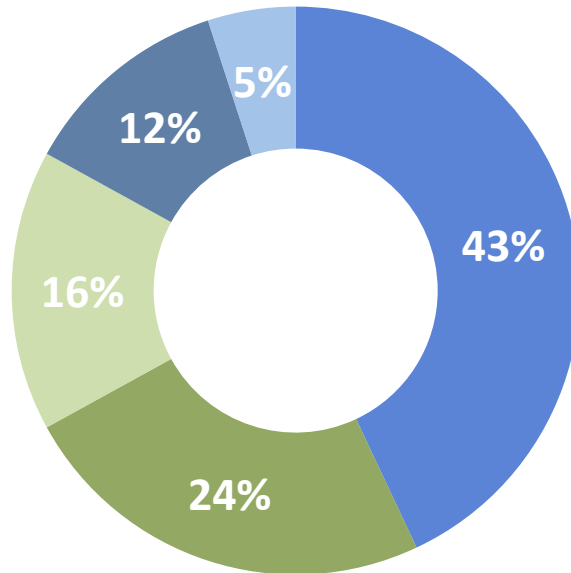
(2014 vs 2013 figures - “Fully achieved” + “Fairly well achieved”)



- In general, the overall satisfaction rate was increased in 2014, especially on brand building (28% →52% [up 24%]). It proved that the repositioning of the Shenzhen fair has gained support from the exhibitors.

In case you also exhibited at the China International Gold, Jewellery & Gem Fair – Shenzhen 2013, was the US\$ amount of business conducted during the Fair or as a direct result of the Fair more or less than last year?

2014
Number of Respondents: 129



- Around the same this year as last year
- Over 20% less this year
- Between 0 - 20% less this year
- Between 0 - 20% more this year
- Over 20% more this year

In case you also exhibited at the China International Gold, Jewellery & Gem Fair – Shenzhen 2013, was the US\$ amount of business conducted during the Fair or as a direct result of the Fair more or less than last year?

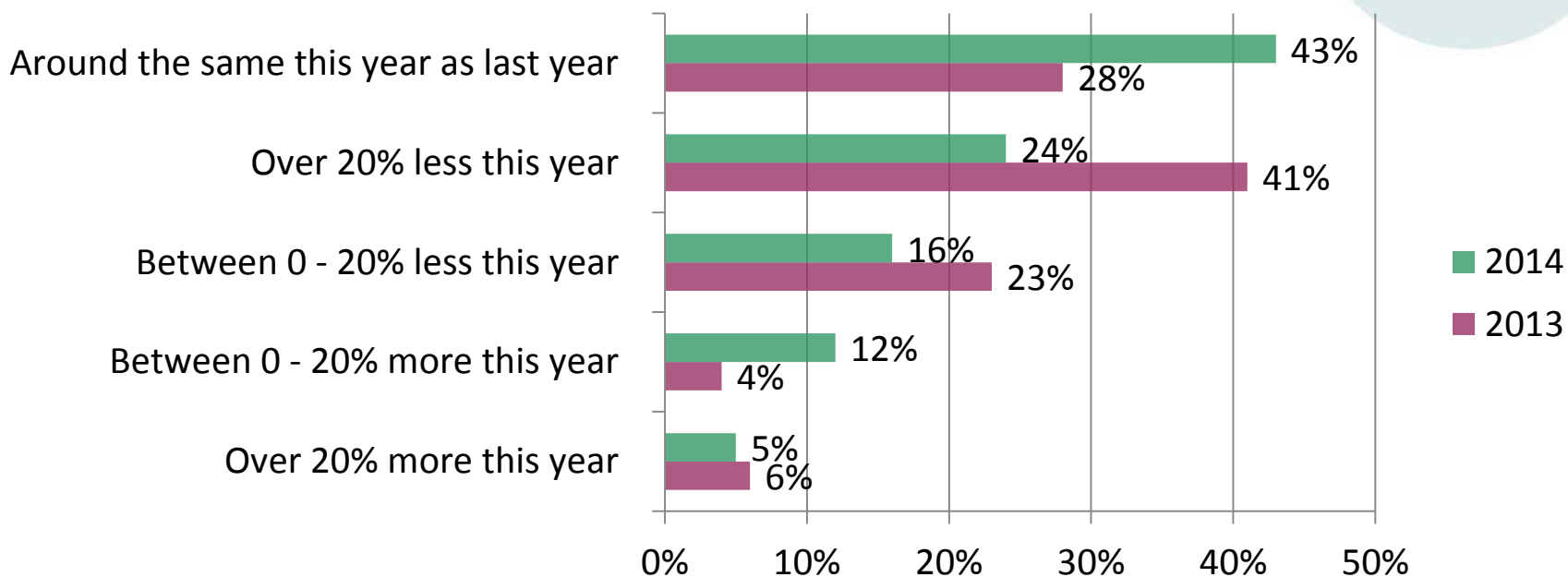
(2014 vs 2013 figures)

2014

Number of Respondents: 129

2013

Number of Respondents: 200



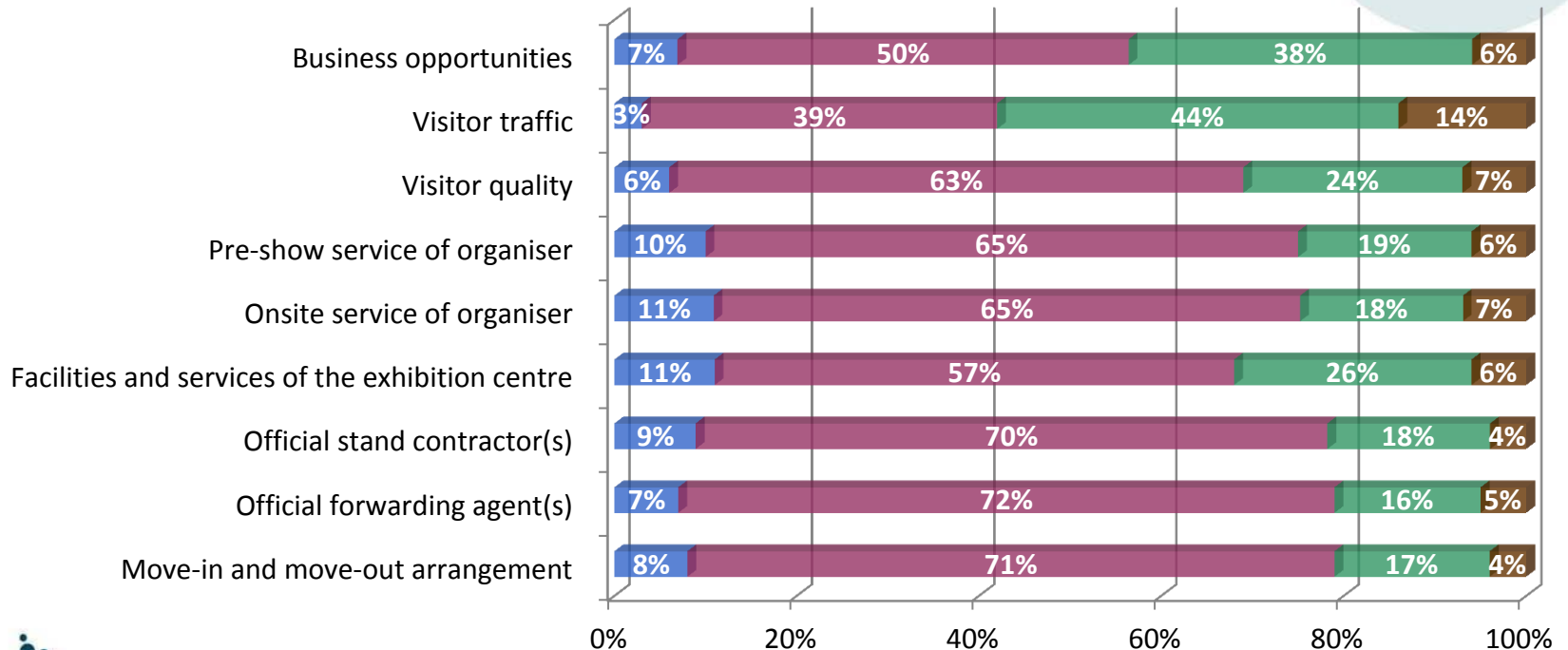
- Compared with last year, exhibitors have conducted more businesses this year. 17% of exhibitors have conducted more businesses than last year (up 7%)

To what extent are you satisfied with the exhibition on the following?

2014

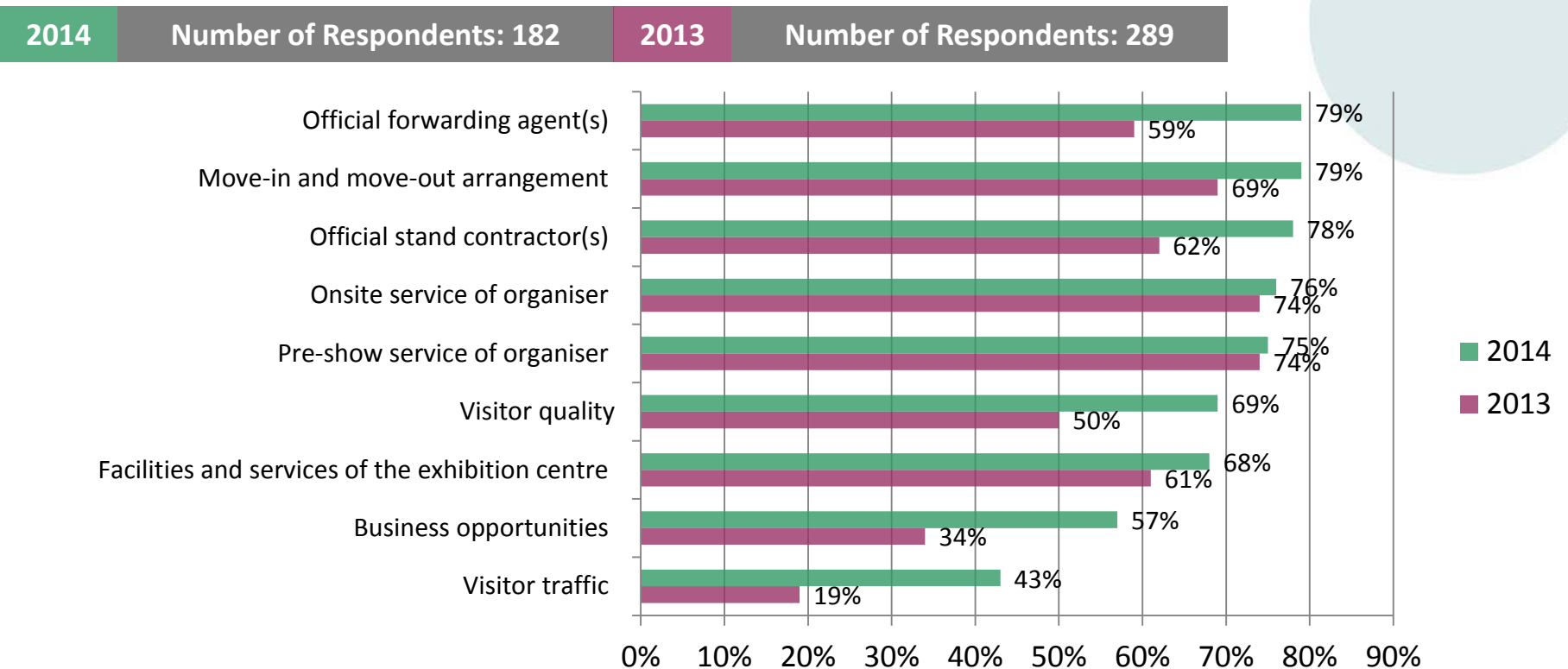
Number of Respondents: 182

■ Extremely satisfied
 ■ Quite satisfied
 ■ Not so satisfied
 ■ Not satisfied at all



To what extent are you satisfied with the exhibition on the following?

(2014 vs 2013 figures - “Extremely satisfied” + “Quite satisfied”)



Thanks to the China Market Summit, the Fair attracts more new visitors to visit. Exhibitors are welcome with the new arrangement and is reflected in the following areas:

- Visitor quality: 50% → 69% [up 19%]
- Business opportunities: 34% → 57% [up 23%]
- Visitor traffic: 19% → 43% [up 24%]

Please give an overall rating for your participation in this exhibition

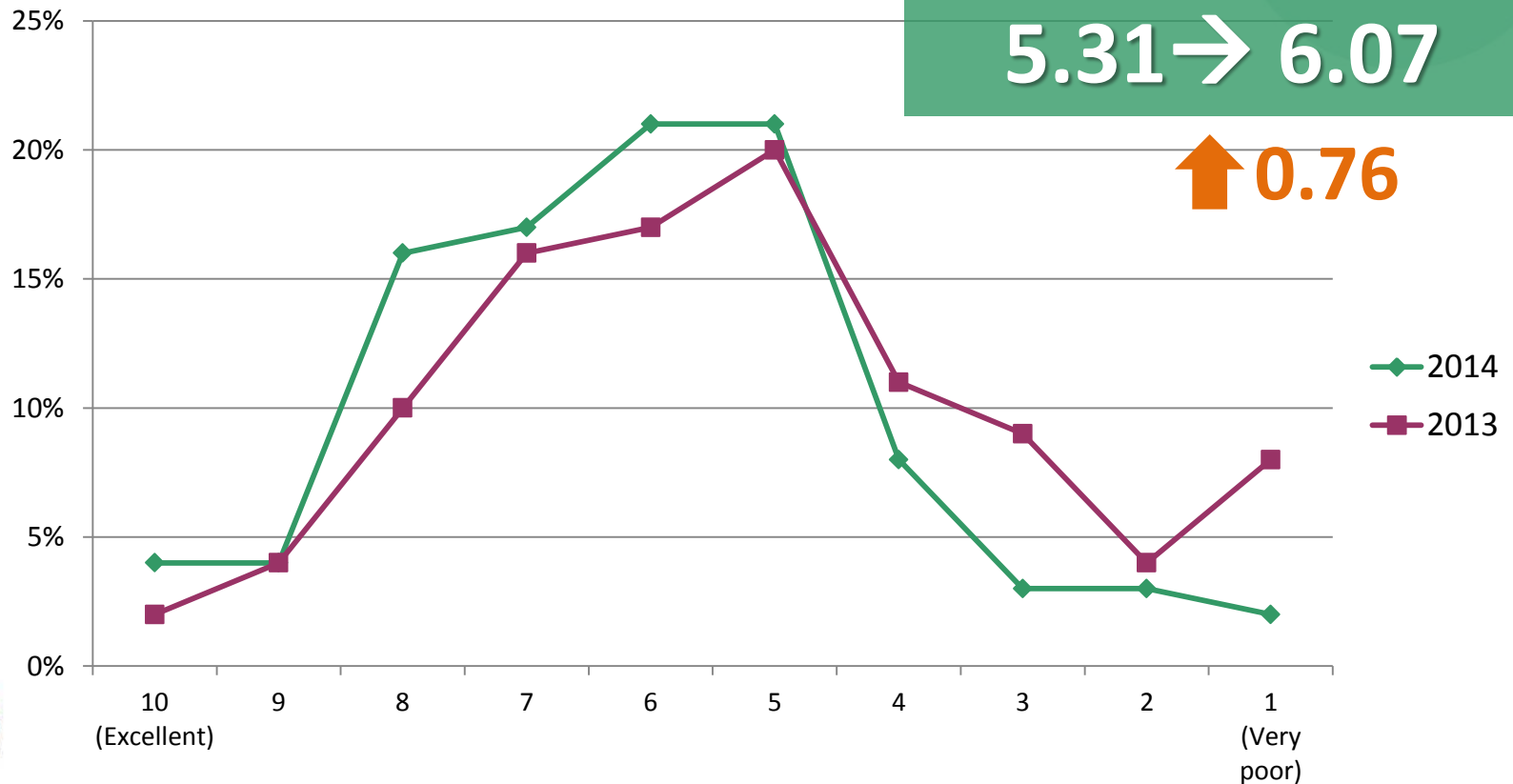
(10 = Excellent; 1 = Very poor)

2014

Number of Respondents: 184

2013

Number of Respondents: 281

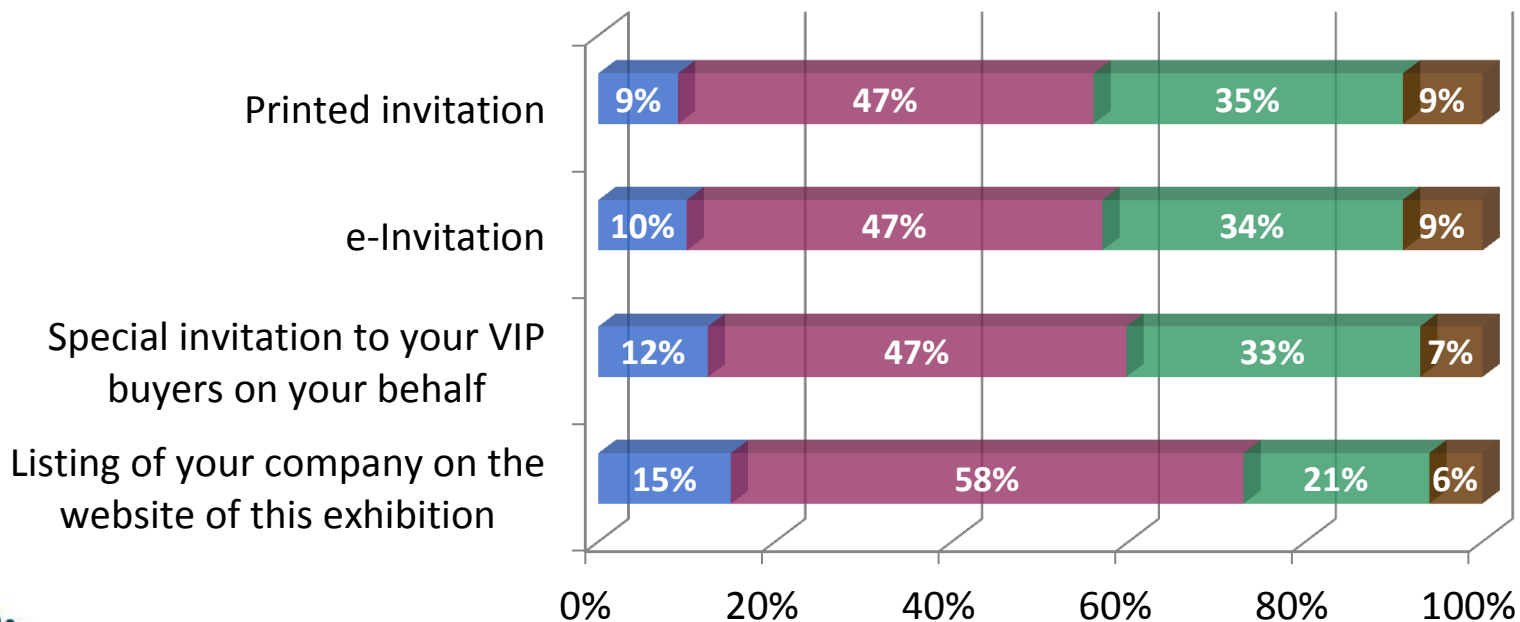


How useful are the following free marketing materials / channels provided by the organiser in promoting your presence at the exhibition?

2014

Number of Respondents: 164

■ Extremely useful ■ Quite useful ■ Not quite useful ■ Not useful at all



How useful are the following free marketing materials / channels provided by the organiser in promoting your presence at the exhibition?

(2014 vs 2013 figures - “Extremely useful” + “Quite useful”)

2014

Number of Respondents: 164

2013

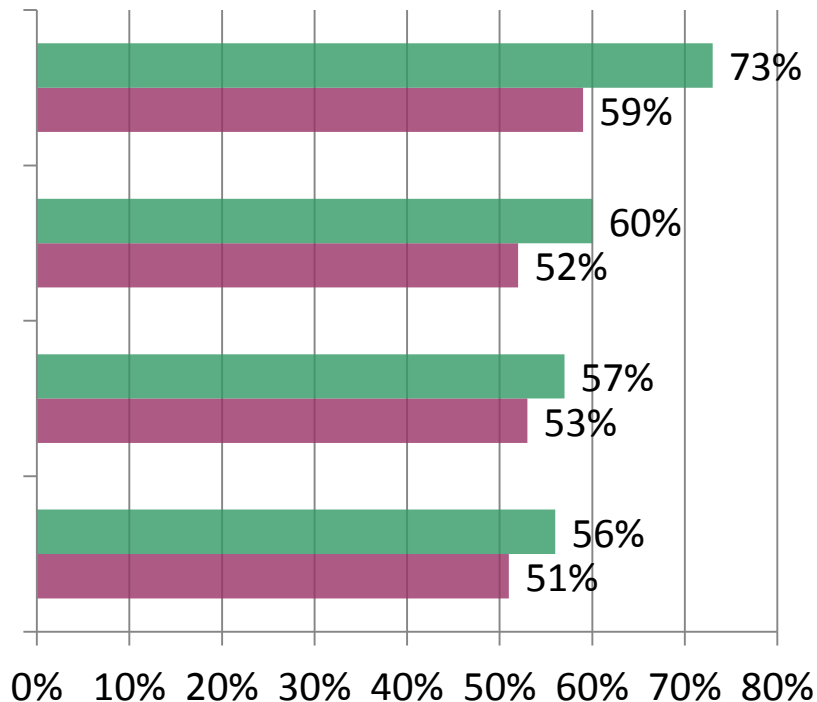
Number of Respondents: 257

Listing of your company on the website of this exhibition

Special invitation to your VIP buyers on your behalf

e-invitation

Printed invitation



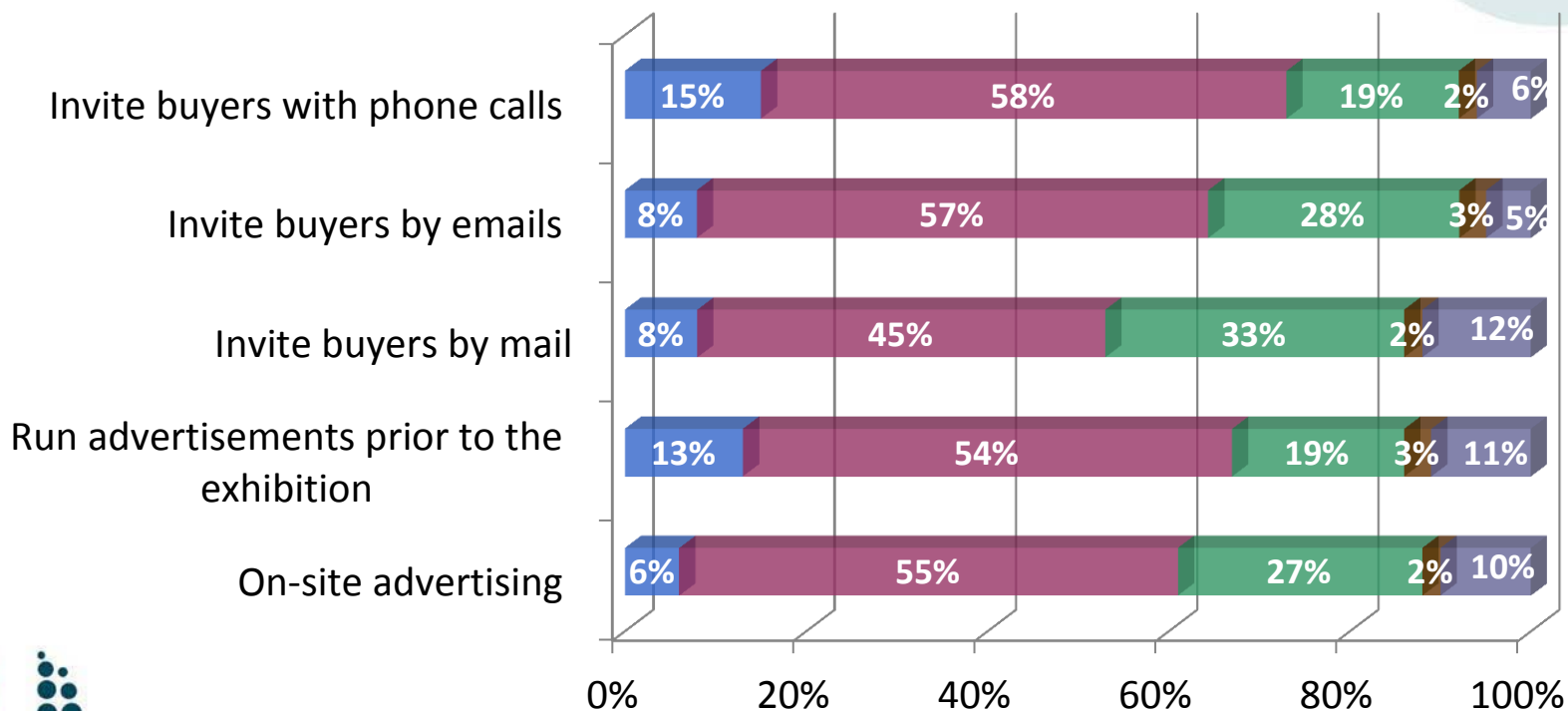
■ 2014
■ 2013

If you promote your presence at this exhibition with your own resources via any of the following channels, please indicate how useful they are.

2014

Number of Respondents: 163

■ Extremely effective
 ■ Quite effective
 ■ Not quite effective
 ■ Not effective at all
 ■ Not applicable



If you promote your presence at this exhibition with your own resources via any of the following channels, please indicate how useful they are.

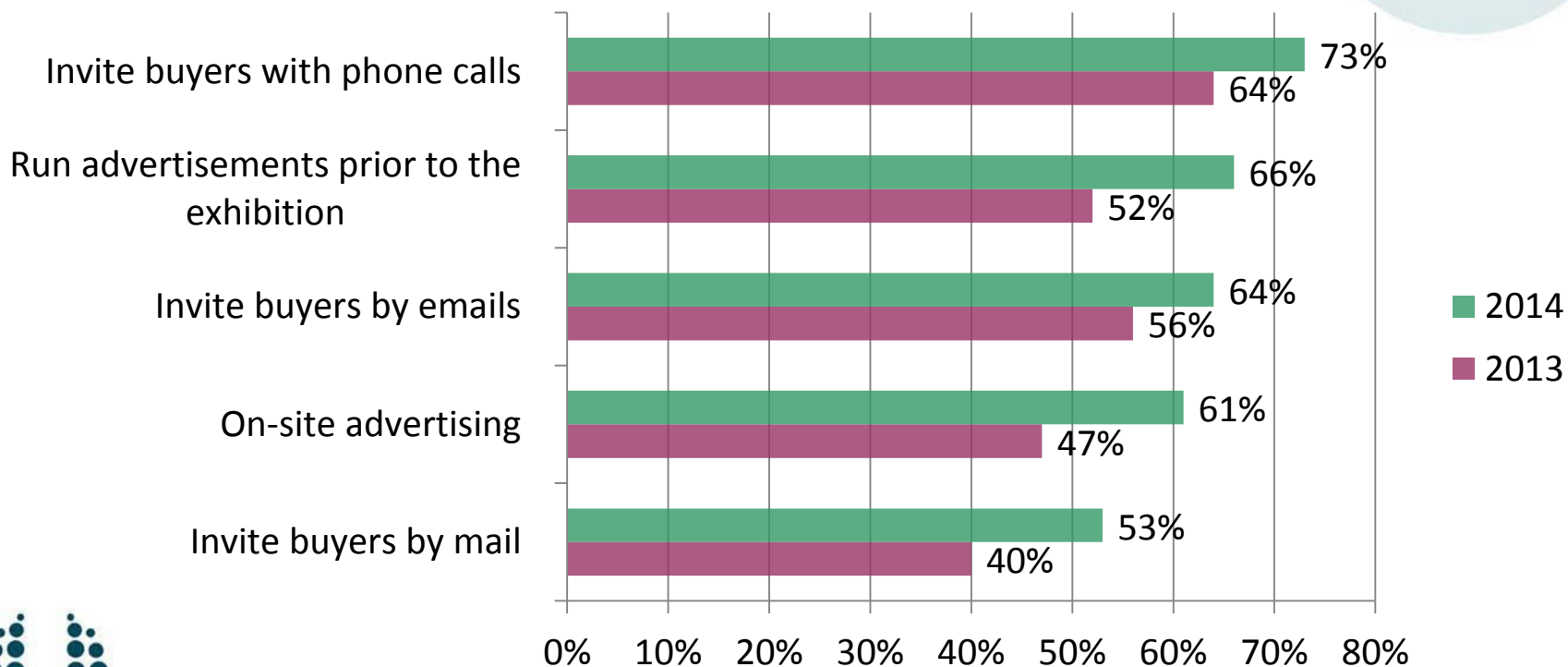
(2014 vs 2013 figures - “Extremely effective” + “Quite effective”)

2014

Number of Respondents: 163

2013

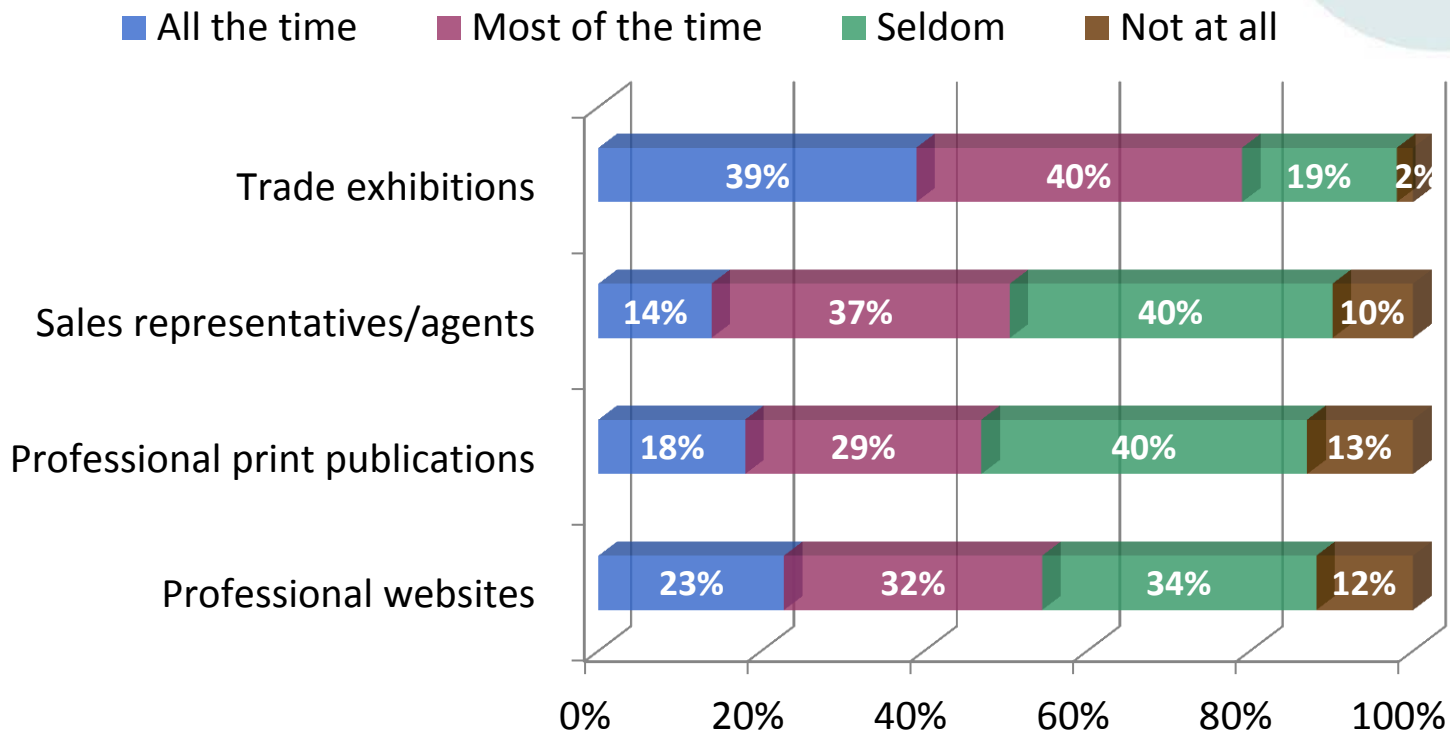
Number of Respondents: 249



How often do you make use of the following marketing channels to promote your business?

2014

Number of Respondents: 162



How often do you make use of the following marketing channels to promote your business?

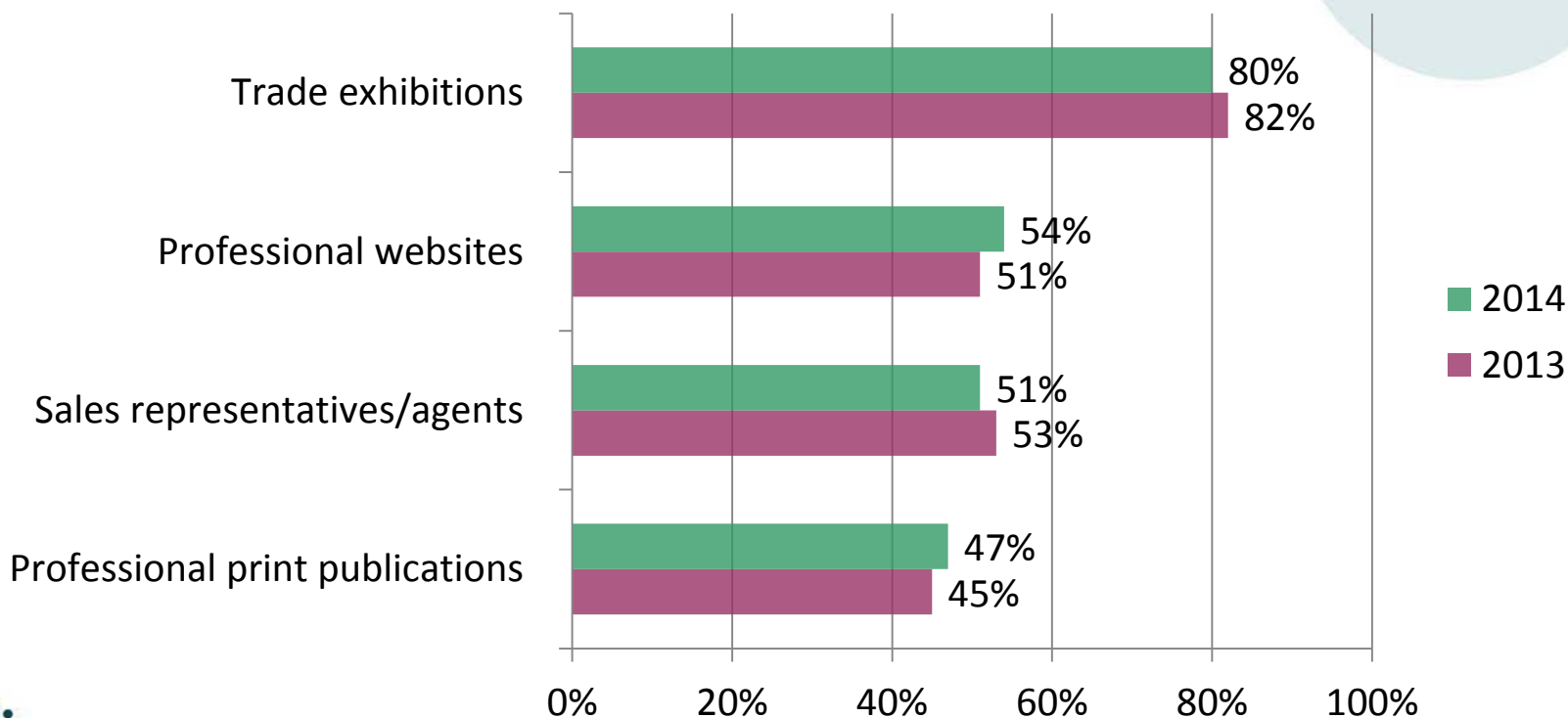
(2014 vs 2013 figures - “All the time” + “Most of the time”)

2014

Number of Respondents: 162

2013

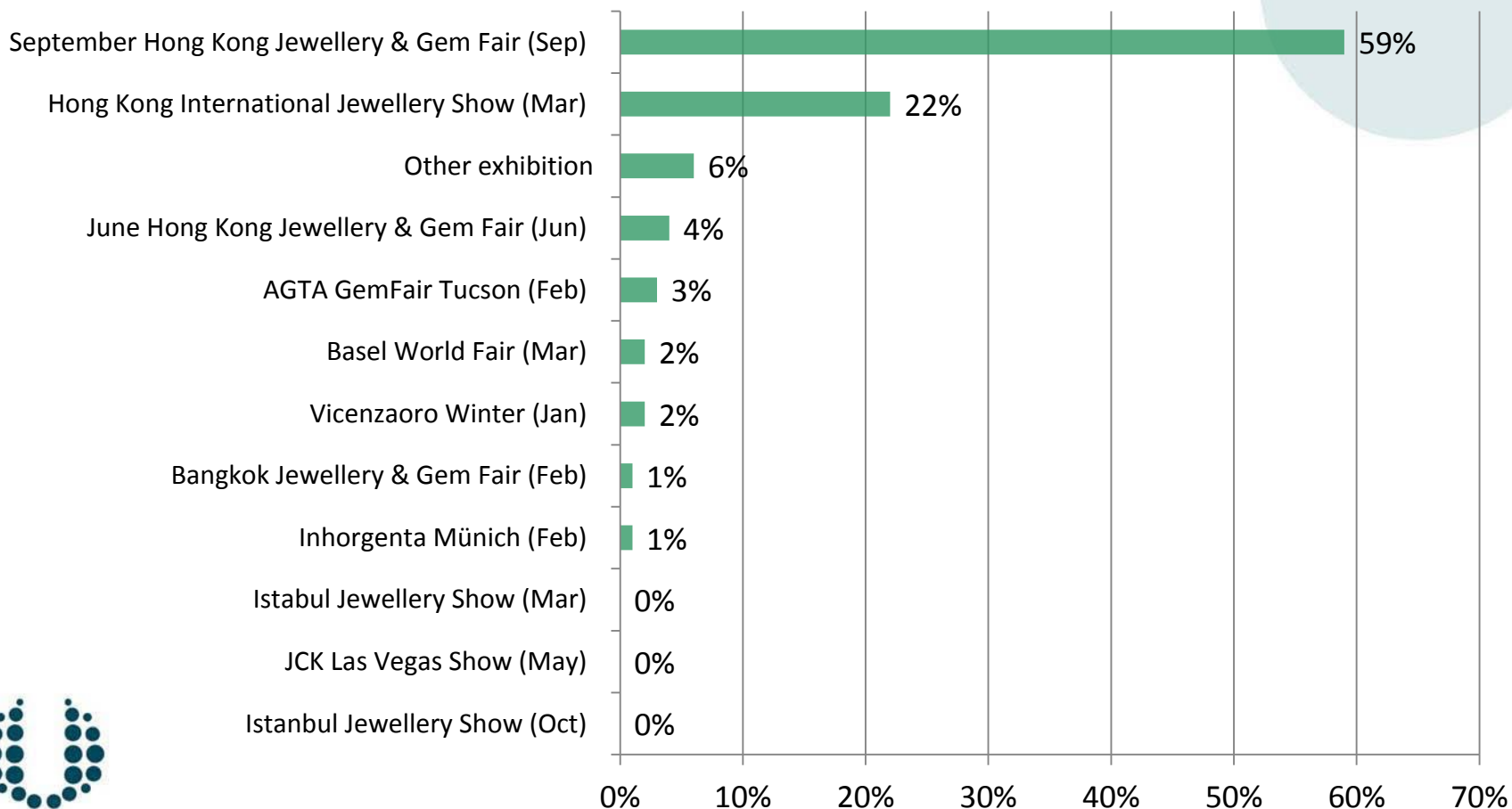
Number of Respondents: 251



Please tick the jewellery exhibition you rate most important for your company

2014

Number of Respondents: 113



Please tick the jewellery exhibition in China you rate most important for your company

2014

Number of Respondents: 135



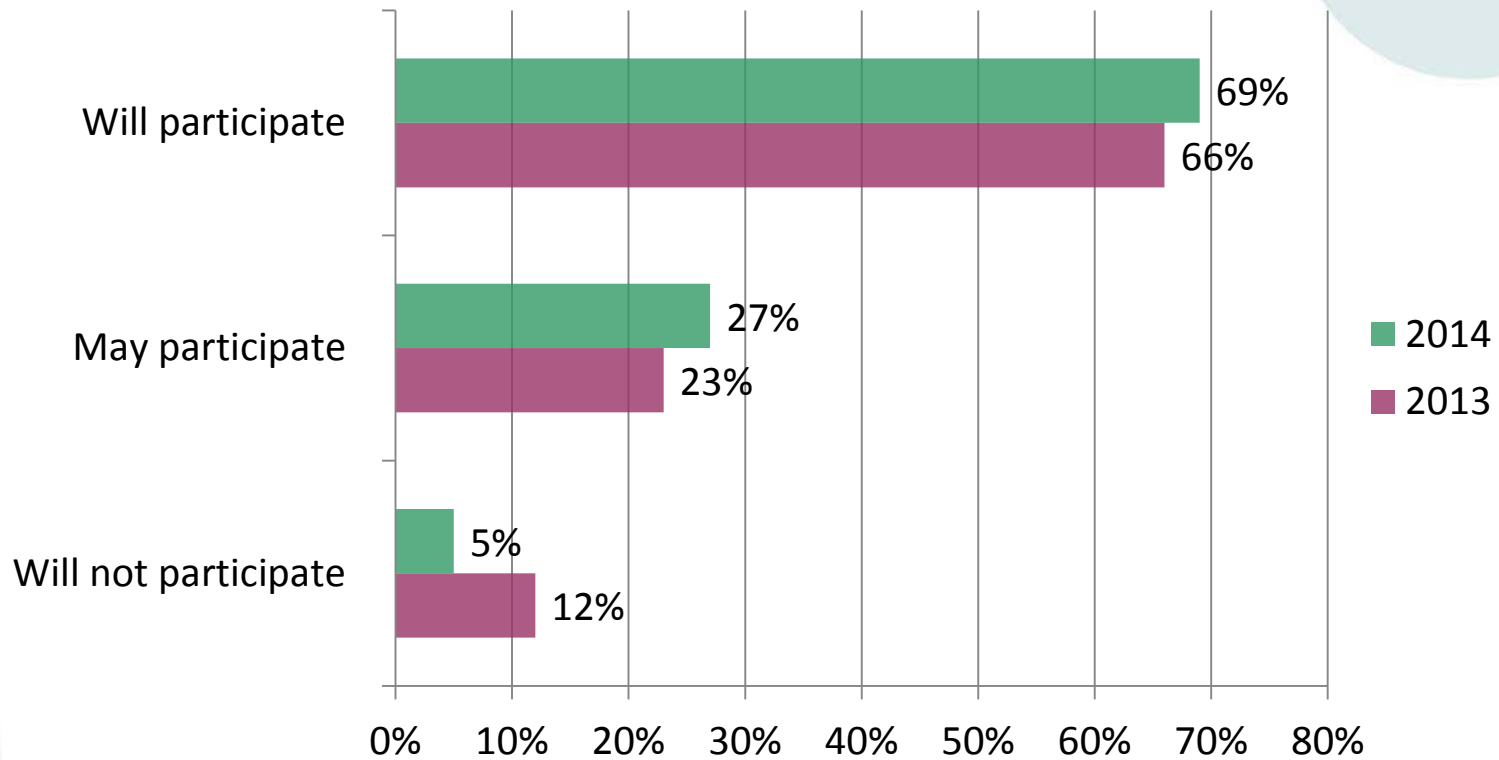
What are your plans for participating in this exhibition next year?

2014

Number of Respondents: 155

2013

Number of Respondents: 251



What are your plans for participating in this exhibition next year?

(Based on the exhibitors who ticked “will participate”)

2014

Number of Respondents: 96

2013

Number of Respondents: 160

